

## ABSTRACT OF THE DISCLOSURE

A driving apparatus of a liquid crystal display device includes a multiplexer array for performing time-division on inputted pixel data to supply time-divided pixel data, a digital-to-analog converter array for converting the time-divided pixel data into pixel voltage signals, and a demultiplexer array for driving data lines in a time-division manner to supply the converted pixel voltage signals, wherein the digital-to-analog converter array receives a plurality of pixel voltage signal levels inputted from an external source and generates the pixel voltage signals using the pixel voltage signal level with a voltage at least one-step higher in absolute value than the original pixel voltage signal level in correspondence to at least one pixel data.